

**WCCO-TV QUARTERLY ISSUES/PROGRAMS REPORT  
PERIOD JULY 1 THROUGH SEPTEMBER 30, 2007**

ATTACHED ARE LISTINGS OF BROADCASTS OR BROADCAST SEGMENTS WHICH, IN THE STATION'S JUDGEMENT, REFLECT THE STATION'S MOST SIGNIFICANT TREATMENT OF ASCERTAINED COMMUNITY ISSUES DURING THE PERIOD JULY 1, 2007 THROUGH SEPTEMBER 30, 2007.

PROGRAM INDEX: **"WCCO 4 News"** is a regularly scheduled half-hour newscast at 5:00, 6:00 and 10:00 p.m. Duration of stories listed in this report range from 1 to 12 minutes.

**"60 MINUTES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

**"48 HOURS INVESTIGATES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

CONSUMER: Lead Found In Everyday Products, Xcel ID, Uniform, Signs Stolen: Consumers Beware, Cell Lawsuit,

**August 11, 2007, WCCO 4 News, “Lead Found In Everyday Products”** – The Mattel Company recently recalled nearly a million toys because they contained lead paint. A Minneapolis toddler swallowed a charm off a bracelet and died. The bracelet contained 99% lead. This incident has raised the question of how to determine which products contain lead and which do not. The government has announced stricter guidelines and has recalled approximately 5.6 million jewelry products for kids. **September 25, 2007, “WCCO 4 News” – Xcel ID, Uniform, Signs Stolen: Consumers Beware** – Police are issuing this warning: If someone knocks on your door and they’re wearing an Xcel Energy uniform, don’t let them in without taking precautions. Several items were stolen from Xcel trucks in Minneapolis, including an official employee identification badge and a uniform. An Xcel Energy spokesperson said no one from the company will knock on a customer’s door without advance notification and they must show proof of employment with the company along with a phone number to call for verification. **September 27, 2007, WCCO 4 News, “Cell Lawsuit”** - In a lawsuit filed today, Minnesota Attorney General, Lori Swanson, accused cell phone giant Sprint Nextel of extending customer contracts without the informed consent of those customers. She said she’s acting on hundreds of complaints from Minnesota residents, including some who say they were threatened with \$200 cancellation fees for trying to get out of contracts they thought had already expired.

CRIME AND PUBLIC SAFETY: Girl Injured In Pool Raises Safety Awareness”, Judge Charged, I-Team: Memo Cites 8 Bridges Needing Replacement, Police Crackdown On Men Cruising For Sex, Reality Check: Twin City Traffic,

**July 23, 2007, WCCO 4 News, “Girl Injured In Pool Raises Safety Awareness”** – A six-year-old girl from Edina had her intestinal tract torn out by the powerful drain suction at a wading pool. Senator Amy Klobuchar has responded to the incident by pushing for federal safety legislation that changes the current laws. She has proposed amendments that require anti-entrapment drain covers and other safeguards on all public pools. **July 25, 2007, WCCO 4 News, “Judge Charged”** –A former Hennepin County judge has been charged with assault and terroristic threats for allegedly hitting one of his son’s classmates with a bat. According to the criminal complaint, Harvey Ginsberg walked toward the victim with a baseball bat and hit him in the arm. Ginsberg pleaded guilty to a misdemeanor for threatening a teenager he thought stole his son’s bike. The former judge was also convicted of damaging a woman’s car in a parking lot dispute. **August 14, 2007, WCCO 4 News, “I-Team: Memo Cites 8 Bridges Needing Replacement”** – A memo from the Minnesota Department of Transportation obtained by the WCCO-TV I-Team shows that eight bridges in the state need to be replaced soon. The 35W Bridge over the Mississippi River on August 1<sup>st</sup> was on that list. The I-Team obtained the latest inspection reports on all of the bridges and found two types of existing conditions that make bridges unsafe or unstable. These two conditions are labeled as “fracturecritical”,

meaning that if one part of the bridge falls, the whole bridge falls; and “scour critical” meaning wear and tear from water is making foundations unstable. **September 11, 2007, WCCO 4 News, “Police Crackdown On Men Cruising For Sex”** In the past week, Meeker Island Park on the bluffs of the Mississippi River in St. Paul has become the scene of several stings by vice officers looking for men engaging in sex. The undercover officers were sent there after receiving complaints from the community that this beautiful new park area is also a playground from men cruising for sex with other men. The stings netted at least a dozen men for a variety of public sexual activities. **September 18, 2007, “WCCO 4 News”, “Reality Check: Twin City Traffic”** – A new report shows the average Twin Cities driver wastes nearly two days in traffic jams every year. It’s worse here than 70 percent of the places studied. In fact, among metro areas with populations between 1 and 3 million, the Twin Cities rated third worst in the nation for traffic congestion. There’s value to small improvements such as better timing for traffic signals, and big improvements like building roads. However, the most effective way to relieve the congestion is also costly: more public transportation.

GOVERNMENT: Reality Check: Ellison Comparing Bush To Hitler, Reality Check: Gas Tax Increase, Reality Check: Disasters Stretch Us To Our Limit,

**July 19, 2007, WCCO 4 News, “Reality Check: Ellison Comparing Bush To Hitler”** – Minnesota Congressman, Keith Ellison said he regretted controversial comments he made comparing President Bush to Adolph Hitler. Speaking to a group of atheists, Ellison said there are similarities between Bush after 9/11 and Adolph Hitler after a notorious fire in Berlin in the 1930’s. Ellison said he was wrong to compare the totalitarian state of Nazi Germany and the current administration. However, as to President Bush “exploiting post-9/11 fears to advance policies that undermine civil liberties”, Ellison says he still believes it. **August 8, 2007, WCCO 4 News, “Reality Check: Gas Tax Increase”** - In the wake of the I-35 Bridge disaster, Minnesota Governor, Tim Pawlenty said he’s now willing to reconsider his long-standing opposition to a gasoline tax hike. The state pays for roads and bridges mostly through the gas tax, which politicians have promised not to raise, even in the face of a broken-down transportation infrastructure. Minnesota’s gas tax, which hasn’t been increased since 1988, is 20 cents a gallon and each penny raises \$32 million to pay for roads and bridges. Since the bridge disaster, opposition to the gas tax hike has evaporated and lawmakers are planning a special transportation session and a possible 5 to 15-cent gas tax hike. **August 22, 2007, WCCO 4 News, “Reality Check: Disasters Stretch Us To Our Limit”** – Minnesota has had its share of disasters before, but probably not as many at one time. In fact, a bridge collapse, a drought and a flood are all triggering state and federal emergencies and raising questions about whether multiple disasters are stretching Minnesota resources to the limit. Local fire, police and sheriff departments don’t have enough personnel for round-the-clock relief operations at the 35W Bridge collapse site. Some legislators are questioning whether the Minnesota National Guard has enough troops to help out. Of the 13,000 Minnesota Guard troops, 3,245 are on active duty in Iraq, Kosovo, the Mexican border and now 260 are on flood duty.

DIVERSITY: Liberians, Cross Burned Into Anoka Family’s Front Lawn,

**September 13, 2007, WCCO 4 News, “Liberians”** – President Bush has extended the stay of thousands of Liberians living in the U.S. by 18<sup>th</sup> months. As many as 25,000 Liberians live in Minnesota, and many have a goal of obtaining permanent residency. Many Liberians work in the health care field and reside in the Brooklyn Park suburb of Minneapolis. Employers and city officials are supporting lobbying efforts to establish permanent residency. **September 27, 2007, WCCO 4 News, “Cross Burned Into Anoka Family’s Front Lawn”** – Police are investigating what appears to be a hate crime. An African American family woke up Wednesday morning to find a cross-shaped patch of their front lawn burning. Authorities say someone used gasoline or some other accelerant to torch a section of the lawn measuring 10 feet by 6 feet. Anoka police are going door-to-door gathering information on any suspicious activity from neighbors.

ENVIRONMENT: Students Work To Convert Old Cars To Flex Fuels, U Researchers Show Off Biofuel Labs to Senators

**September 17, 2007, WCCO 4 News, “Students Work To Convert Old Cars To Flex Fuels”** – Some Minnesota State University in Mankato students are working to make the cars we drive now run on cleaner energy without having to buy a new car. They’re studying ways to get old engines to run on ethanol from plants like corn, and eventually switch grass. They’re looking at fuel economy, emissions, and performance and testing various blends of ethanol. Minnesota already has more E85 pumps than any other state, and an increasing number of flex fuel vehicles on the road. However, with roughly 200 million passenger cars in this country, even if every new car were flex-fuel, it would take about 17 years to switch out every car. **September 30, 2007, WCCO 4 News, “U Researchers Show Off Biofuel Labs To Senators”** – The Initiative for Renewable Energy and the Environment, started at the University of Minnesota in 2003, is developing creative renewable energy solutions by harnessing the expertise of the University’s faculty and scientists. The goal is to create jobs through development of renewable resources. Minnesota’s Senator Amy Klobuchar invited Senator John Tester of Montana to tour one of the biotechnology labs at the university. They learned about the latest advancements in creating fuel from things like prairie grass and wood chips.

HEALTH: New HIV Drug, ALS,

**July 24, 2007, WCCO 4 News, “New HIV Drug”** – University of Minnesota researchers say they’ve developed a new way to treat the HIV virus that could replace the cocktail drug approach. The new approach combines two antiviral drugs into one pill. The pill is less toxic to a person’s system and it’s also more difficult for the virus to develop a resistance to the drug. More testing needs to be done before the pill can go into use. **September 28, 2007, WCCO 4 News, “ALS”** - ALS (Amyotrophic Lateral Sclerosis) is a progressive, fatal, neurodegenerative disease. Patients are given one to five years to live upon diagnosis. With ALS, the brain quits telling muscles to move and they deteriorate. Patients ultimately lose even the strength to breathe. The onset of the disease may be so subtle that the symptoms are frequently overlooked. The earliest

symptoms may include twitching, cramping, stiffness of muscles and muscle weakness affecting an arm or a leg.

WOMEN: Breast Cancer MRI, Cardio Workouts.

**July 31, 2007, WCCO 4 News, “Breast Cancer MRI”** – A recent study by the Radiological Society of North America show that women who are genetically at risk for breast cancer account for ten percent of all breast cancers. Since the disease affects these high-risk women at a relatively younger age, they are typically advised to have a mammogram every six to twelve months beginning as young as age 25. Some breast cancers are missed using mammography alone, especially in younger women. This new study suggests MRIs are better able to accurately identify tumors missed by mammography and ultrasounds. **August 23, 2007, WCCO 4 News, “Cardio Workouts”** - Cardiovascular workouts apparently work better for building stronger hearts in women than they do in men. Researchers working with mice found that exercise allowed females to decrease a protein usually found in people with heart disease by 20 percent, while the male mice had no benefits. Further research is being conducted, which could lead to improved treatment strategies for heart disease.

YOUTH AND FAMILY: Kids Obesity, Katrina Kids, Good Question: College Ready, Teen Crisis Center,

**July 12, 2007, WCCO 4 News, “Kids Obesity”** – Obesity in children is a growing problem. A recent study says that by the year 2010, almost half of the children in North America are expected to be overweight. Researchers say kids who are teased, rejected and bullied because of their weight are two to three times more likely to think about suicide. They’re also more likely to suffer from health issues such as high blood pressure and eating disorders, and many of them face discrimination from parents and teachers. Obesity in children is a growing problem. **August 30, 2007, WCCO 4 News, “Katrina Kids”** – For the second summer in two years, the youth group from Westminster Presbyterian Church in Minneapolis is helping residents of the Gulf Coast. They traveled by bus to New Orleans and spent eight days helping with painting and other chores on some of the homes that are being rebuilt. **September 6, 2007, WCCO 4 News, “Good Question: College Ready”** – Minnesota’s high school graduation rate is the fifth highest in the nation, but when it comes to our graduates’ readiness for college, the state ranks 25<sup>th</sup>. Up until recently, Minnesota has had lower standards relative to many other states in terms of expectations. When our students take the ACT test, we often hear about their high scores compared to other states. However, the ACT gauges students’ abilities in math, science, reading and English. This year, only 31% of Minnesota students taking the test were deemed ready for college in these four key areas. Public schools that seem to be doing the best job in preparing students for college are all in rural Minnesota. A recent report shows that metro area schools have the highest number of students needing remedial courses once they get to college. **September 20, 2007, WCCO 4 News, “Teen Crisis Center”** – Treehouse is a teen help center with six Twin Cities suburban locations. They provide group counseling to teens about everything from addiction to depression,

and they bond with the kids through many activities. A lot of suburban families are above the income levels required for some treatment programs, yet they can't afford private care. Treehouse is helping those families by offering group counseling and billing for it based on a family's ability to pay.